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LARGE CABBAGE AND CAULIFLOWER GROWERS

WE GUARANTEE OUR SEEDS.

We guarantee that our strain of Danish Ballhead and Copenhagen Market seed will produce a bigger crop of cabbage than any other seed you can buy, or we will refund three-fourths of your money.

We ask no proof. Your word only.

We have grown from 2 to 6 acres of Danish cabbage for market for many years, and have tested strains of seed for 16 years.

We have tested for 6 years, side by side, in the field, for TONS PER ACRE, practically all the strains of Danish Ballhead and Copenhagen Market seed grown by the 25 largest Danish seed growers, and at the end of the season, have weighed up the cabbage from each strain and have imported the highest yielding strain of each.

The price is \$4.00 per pound.

We will sell anyone one or more pounds of this seed and at the end of the season, when the cabbage is cut, if you do not have a heavier yield than any of your neighbors, or if the seed has not been satisfactory in every way, we will refund \$3.00 of the \$4.00 for each pound of seed you bought.

We ask no proof. Just your word.

We could not sell seed this way unless we were confident our customers cannot get any seed that will produce as big a crop.

We have been cabbage growers, as well as plant growers, for over 20 years, and we believe we grow the biggest crops that have ever been grown in New Jersey.

The fertilizer on our trial grounds we drill in broadcast, with a fertilizer drill, across the rows, so that each strain shall have exactly the same amount of fertilizer.

We have bought the strain of Danish Ballhead this year, that has produced the highest average yield for 6 YEARS.

This strain yields 34% more cabbage than the average yield of all strains taken together, with exactly the same conditions as the others.

As we know every grower in Denmark, that grows any quantity of seed, and have tested their strains for 6 years, we are satisfied we have the heaviest yielding strain grown.

We are so well satisfied that there is no other strain of seed can equal it, that we offer to sell it to any cabbage grower, and after he cuts his cabbage in the Fall, if there

is any strain equals it, we will give him back three-fourths of his money.

That is fair.

We do not, of course, guarantee that every man can grow as big a crop of cabbage as we can, because we have had over 20 years experience in growing cabbage.

We do not guarantee the seed in any way beyond the price paid for the seed.

We plow down a sod as early in Spring as the ground is in good condition, harrow both ways about every week to keep the moisture in and kill the weeds, until about the middle of June, then crossplow and fertilize pretty heavily with a complete fertilizer.

Harrow the fertilizer in until the harrow runs 4 or 5 inches deep and set the plants.

By the time the plants are set we have probably harrowed the field 15 or 18 times, have kept the moisture in the ground, mixed the fertilizer thoroughly with the soil, and killed practically all the weeds.

We cultivate a number of times both ways and hoe as needed.

But the frequent harrowings have got the ground so clean and in such good condition that the plants need little hoeing.

After this extensive pre-culture one can always go into the cabbage field, scrape off a couple of inches of the top soil, and find the ground mellow and containing plenty of moisture.

The frequent harrowings have kept the moisture of the Spring in there yet.

If you depend upon Summer rains they may not come, but if you conserve the moisture from the Spring, by plowing under manure or sod, and harrowing frequently, you have got a sure thing as the ground fills up with water every winter.

We sow broadcast over the plants during the growing season Nitrate of Soda, 3 or 4 times, about 100 lbs. each time.

This method produces, if you start with the best seed, about the biggest crop that can be grown, though manure and less fertilizer is good, if you have it.

It is ruinous to try to make money with a poor strain of seed, however good a farmer a man may be.

In regard to the Copenhagen Market, we received the following letter dated April 7th, 1923.

Hall, N. Y.
April 7th, 1923

F. W. Rochelle & Sons
Chester, N. J.
Gentlemen:

I would like to get a pound of your No. 11 strain of Copenhagen Market cabbage seed. This seed is to be used in the Ontario County variety tests on mid-season cabbage, so I would like to get the very best seed available. If you should have any other strains that you feel are better than the general commercial seed I would appreciate it greatly, if you could send us a small sample to be used in this test work.

You might be interested to know that last year your strain No. 11 led all varieties in all of the tests as to yield.

I will be glad to send the remittance for this seed as soon as I get statement for same.

Yours very truly,
O. R. Robson
Community Chairman

As Mr. Robson's letter was not received until April we did not have the seed to send him.

If we remember right Mr. Robson ordered 30,000 or 40,000 plants from our No. 11 seed in June, but unfortunately we were sold out.

In February 1924, he bought several pounds of the No. 11 seed and also some of our Danish Ballhead.

On July 23rd he wrote us the following:

"The seed of the No. 11 Copenhagen strain has shown up so very well so far this year, and I have some very fine looking plants from it. At least it looks fine enough that I would like to get two pounds of seed just like it from the same lot of seed if you are able to supply it.

If you are able to send me this seed I feel sure that I will be assured of good plants and a good crop of cabbage another year."

The Copenhagen Market which we have to sell is the

No. 11 strain 1925 crop, the same as Mr. Robson requested and which we sent him.

We could buy any quantity of the lower yielding strains of both Danish Ballhead and Copenhagen Market, and sell it at \$1.50 per pound and still make a profit.

But there is such a demand for the highest yielding strains of both Danish Ballhead and Copenhagen Market, that it is difficult to get enough seed.

One Danish grower has the highest yielding strain of Danish Ballhead and another grower the highest yielding strain of Copenhagen Market.

The growers of each of these best strains of seed, do not have to send agents to sell their seed.

It is all ordered and often sold before the season is half over.

Danish Ballhead or Copenhagen Market \$4.00 per pound. Half pound \$2.25, quarter pound \$1.50, postage paid.

The biggest crop of cabbage in your neighborhood in the Fall or \$3.00 per pound back.

Other Varieties of Cabbage Seed—We supply the best varieties of All Head Early, Succession, Enkhuizen Glory, Sure Head, Early Flat Dutch, Late Flat Dutch, Early Summer, Savoy, Summer Danish Ballhead, and Red Rock that we know of at \$3.00 per pound, \$2.00 per half pound, \$1.25 per quarter pound, postage paid.

We guarantee 95% germination of all of our seeds or its equivalent.

If, when we are ready to ship the seeds, any strain tests less than 95% we send enough extra seed to make it 95%, so that every customer shall get the number of plants he has a right to expect from the seed he buys.

PLANTS—We have many acres of field-grown cabbage and Cauliflower plants about June 1st. Cabbage plants, \$1.80 per 1,000; Re-rooted, \$2.00. Cauliflower plants, \$4.50 per 1,000; 5,000, \$20.00. No business done on Sunday.

SNOWBALL CAULIFLOWER SEED.

We have, we think, the largest sale of Snowball Cauliflower Plants in the world and we believe we have the best strain of Snowball Cauliflower seed in the world.

We have received orders for 550,000 Cauliflower plants

from members of the Long Island Cauliflower Association or their neighbors IN ONE DAY.

We have sold out every cauliflower plant we had to members of the Long Island Cauliflower Association or their neighbors 3 separate years.

Sutton, Mass., Mar. 26, '25.

F. W. Rochelle & Sons,

Dear Sirs:

Your letter of Jan 21st in regard to Seeds and Plants was received.

I note what you say in regard to quality, viz—"Which we believe is the best strain in existence."

I am not going to dispute your claim for I have tried your plants for two seasons with remarkable success.

A representative of one of the largest seed houses in the State inspected my cauliflowers last Fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.

I understand that firm wrote you and tried to buy seed from you, but was refused, for which I am duly thankful.

I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5000 plants, probably more, also seed.

I would like the first 5000 plants that you produce.

I find that the sale of cauliflower begins earlier each year.

Yours truly,

_____, Farm
HOT BED VEGETABLES
_____, Owner

Member of Norfolk Hot Bed Growers' Association

Messers. F. W. Rochelle & Sons,
Chester, N. J.

Gentlemen:

I wish to say that the six thousand Snowball Cauliflower Plants I purchased from you last Fall were the finest I have ever seen.

I was given credit for having the finest Cauliflower in the two counties, (Norfolk and Princess Anne, the two greatest trucking counties in the United States) and I want to place my order for 16,000 for delivery between August 20th and 25th, as I want to be sure of getting your plants again.

I want to be sure to get the same variety and re-rooted plants as you shipped me last August, as they were splendid.

Let me know if you require a deposit and I will mail you check and will write you later exact mailing date,
Yours very truly,

We sell this best strain of seed, which we use for all of our plants, at \$48.00 per pound, \$26.00 per half pound, \$14.00 per one fourth pound, \$8.00 per 2 oz, \$4.50 per ounce, post paid.

If it does not prove to be the best strain you know of write us and we will return $\frac{3}{4}$ of your money.

We require no proof. Only your word, if you do not find it the best strain you know of.

Extra Early Erfurt and "Catskill" Snowball, same price, same conditions.

We guarantee 95% germination.

F. W. ROCHELLE & SONS, Chester, New Jersey.

OUR SEED TRIALS RECORD.

We have made a specialty of Seeds and Plants of Cabbage, Cauliflower and Celery for 29 years.

We were the first to begin scientific trials of strains of Danish Ballhead Cabbage seed for TONS PER ACRE by WEIGHING accurately the cabbage produced by each strain instead of looking at the field or plot or row and deciding by general appearance.

Some strains of cabbage are "leafy"—have a large leaf development, and a row or plot of these plants in the trial field may look to be the best cabbage, but not produce near the weight of heads that some less conspicuous row or plot yields.

The only way to tell with certainty the highest yielding strain is to WEIGH accurately the cabbage in each row or plot.

We were the ORIGINATORS of this sure and scientific way of testing the strains and have used it for 16 years.

We made the first extensive and accurate field tests of different strains of Danish Ballhead seed about 16 years ago, and published the results.

A professor of the Penn Agricultural Experiment Station wanted us to furnish the Station with the information obtained.

Our trials resulted in their taking up extensive trials of cabbage seed, which they have carried on for many years.

One of the largest Eastern seed Houses asked us to test their strain of cabbage seed.

Later one of the oldest and largest of the growers of Long Island cabbage seed, one who had been President of the American Seed Association—engaged us to take all of their special stocks of seed, which we did, and grow plants for them from which to grow cabbage seed.

The Long Island Cauliflower Association—an Association which includes the wholesale growers of probably 30 towns, and which is the largest Association of the kind in the world, engaged us to grow plants for them from their seed and also gave us new strains and asked us to test them.

We also grew as high as 190,000 Cauliflower plants for single members of the Association.

During the first several years of our seed trials we tested the strains of Danish Ballhead and Copenhagen Market of the large seed houses of the United States and bought most of our seeds from them.

About eight years ago we visited many of those from whom we had bought seed, and talked with their managers to see if they had a strain of either Danish Ballhead or Copenhagen Market, that they had tested scientifically enough so that they could guarantee it to be the best strain of the kind grown.

We came home with the conviction that most of them had no trial grounds worthy of the name as far as cabbage was concerned.

That the few who did have elaborate trial grounds had perhaps 600 or 800 kinds of vegetables and flower seeds, that they tested in a general way, and decided by inspection, or looking at the row or small plot of each kind, which was the best.

That even this inspection was not done by members of the firm but, by their Superintendent or foreman.

And that where a man had many hundreds of kinds of vegetable and flower seed to test and study he could not give a particular kind any such attention as a man who makes a specialty of two or three kinds of seed only.

That the Superintendent probably never grew more cabbage in his life than any man who lives in a country village grows in his garden.

In other words that the trials of Danish Ballhead and Copenhagen Market cabbage seed made by the seed houses were not of much practical value to the man who grows 5 or 10 acres or more of cabbage for market and depends a good deal on the crop for his living.

We then began an extensive correspondence with the GROWERS of Danish Ballhead and Copenhagen Market seed IN DENMARK and with the aid of some of the officials of the Danish Government, we got a list of practically all of the GROWERS of cabbage seed in Denmark, and the places where their seed farms were located.

We found that they were located all over Denmark—some on the Danish mainland, some on the Island of SLELAND, some on the Island of FYEN, and some on the Island of LAALAND.

These large islands constitute about half of the surface of Denmark. They contain 9 of the 18 Amts (or counties) of Denmark.

Six years ago we secured samples of practically all of the strains of Danish Ballhead and Copenhagen Market seed grown in Denmark, and began accurate and scientific trials of them to learn which single strain of the 39 would produce the most TONS of cabbage PER ACRE.

We have repeated these field trials each season for 6 YEARS.

Of the 39 strains of Danish Ballhead that we started with 6 years ago there are two that have stood at the head for yield.

One is somewhat better than the other, but both are above all others.

We have bought the best one—the one that has had the highest average yield for the 6 years.

We offer this seed on the terms named in our circular.